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**Town Promotion  
and  
Municipal Advertising**

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**EICHMAN**



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TOWN PROMOTION

MORTON EICHMAN

MUNICIPAL ADVERTISING



The Morton Eichman Company

TOWN PROMOTION  
AND  
MUNICIPAL ADVERTISING

A Practical Work for Towns and Cities of 3,000 to  
50,000 Desiring to Grow and Gain

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THE PIONEER PRINTERY, LEBANON, INDIANA  
1909

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The Morton Eichman  
Company

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## PREFACE

As in commercial life, where the "live ones" have forged ahead with the powerful aid of modern publicity---so now does the city and town put its faith in the greatest of all modern forces, "printers' ink."

MORTON EICHMAN

Morton Place

INDIANAPOLIS, IND

March 4, 1909

## TO Commercial Clubs AND Boards of Trade

In presenting our Town Promotion and Municipal Advertising Plan to you, we are blazing a trail which, if you follow, will lead you to the field that all towns and cities are now striving to reach and remain: A Home Trade Plan, for the Home People and by the Home People.

These plans will succeed, because they are founded on modern business methods. They will continue to be a success if they are properly carried out.

In commending these plans to your notice and for your use, we do so with the assurance that success awaits your effort, and that the one who is first to take up will originate for the the others to follows.

The Morton Eichman  
Company



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## INTRODUCTORY

"The Ad Critic, on high buttressed, with authority, is but human after all. He may know ethics, but when your sale quintuples previous records, your experience is one hundred per cent. better than his theory. We congratulate you upon the showing made.

Very Truly Yours,

*Printz-Bierdman Company*

*Cleveland, Ohio*

*March 2, 1909*



# The Outline

---

You've a good town—one that is average progressive—with its business varying year to year, from good to dull, up and down.

Now if you could succeed in letting outsiders know the many good things of your town, that you know, you feel pretty sure that things would pick up at once and briskly, too.

We offer a plan of Town Promotion, based upon practical working experience in cities of your size, that will make things livelier in your town than they have ever been.

That's a strong proposition to put before you as business men—but we have prepared proof—and it doesn't cost a cent for you to find out—and THE

## Plan Will Pay for Itself

It is no high sounding theoretical plan of high finance, only a plain understandable business proposition, the same that you would use in promoting your own business successfully.

Our plan is simply a straightforward method of advertising your town. It's no scheme—no financial puzzle for outside promoters to feast at your expense—for you control it exclusively—it's a Home Trade proposition, and will be operated by Home People.

You know and realize that if you could control and influence your own home trade, the trade that rightfully belongs to your town—if all your home town and home county trade spent their money in your town—well it wouldn't take you long how to figure

out that instead of cutting down your force, you would have to increase it.

Getting down to brass tacks—we will give you a plan that will stimulate the trade you already have at home and fill your town and stores with buyers, which means more people to employ and more rooms filled—in a word you would have a live town.

Instead of seeing people of your own town coming home from the cities with packages and bundles, you would enjoy the pleasure and profit of sending the goods out from your own town.

Our plan is guaranteed to give your town a healthy and steady business impetus, with no boom effect to let down, and it will make your town "The Busy City"—and remember it will pay for itself, it will not cost you a cent of expense to operate it.

Because it is an advertising proposition, and advertising is NOT an expense, merely an investment, and the dividend returns are the best and the biggest in this country of ours today.

The idea of Municipal Advertising is now in its infancy, and we are the pioneers in taking up this work to promote and suit towns of your size.

This plan is designed wholly for towns sizing from 3,000 to 50,000 and we place it only in territory that does not conflict.

It's the old "bird" story—wouldn't you rather be the "early bird" than the "pigeon?"

In all towns, as in all business, there is a sameness, and it's the one live one who goes out and does the thing different—who is first—who can look back and see the rest.

So every town is ambitious to lead and excel its neighbor and rival—and the one to do it will be the one to do the right thing at the right time.

You are now face to face with the GREATER OPPORTUNITY—start the business revival movement by joining now.

## Plan to Raise Funds to Make a Six Months Municipal Campaign in a Town of 5,000 and Upwards

Commercial Club, 500 members	
at \$1 each .....	\$500
Buttons to boom the town.	
200 at 50c .....	100
500 at 25c .....	125
2,000 at 10c .....	200
2,000 at 5c .....	100
	<hr/>
Total .....	\$525
Estimated profits .....	\$450
Stamps to go on all outgoing mail—	
20,000 at 1c .....	\$200
Estimated profit .....	185
Souvenir Paper Edition “Greater (Town Name).”—	
2,000 copies at 5c .....	100
Six months. Estimated profit....	600
Field Signs (local and manufac- turers’ use)—	
100 signs at \$5 profit each .....	500
Sale of Post Cards—	
10,000 advertising post cards .....	200
Advertising Commissions (from county and city papers)—	
From Merchants’ Association ad- vertising 5 per cent. ....	150
Theater Benefit Performance .....	500
Percentage of local amusements (benefit, etc.)—	
Base ball, fairs, etc., 6 months .....	500
	<hr/>
Estimated grand total .....	\$3,585

In making this campaign, the appeal should be made to city and county pride, and by awakening the enthusiasm of the citizens and school children and securing the co-operation of the business men, property owners, traveling men and wholesale houses, the movement can get a healthy impetus at its inception and if properly nurtured, will go forward in leaps and bounds of its own accord.

Make it a "band wagon" affair with a live bunch of the younger business men as "boosters," and its success will only be measured by the limits of the town, as all will want to get on the "band wagon," when they are impressed it will be a go with a big "G."

### Organization

In the organization of the commercial club or Board of Trade, it is well enough to select old heads for a president, vice president and treasurer, but the secretary must be a "live" young man and the directors must be composed of the younger business element.

Make the preliminary organization with the view of getting ALL of the business men interested, putting them on the directorate or assigning them important committee work, thereby awakening interest and securing the greatest possible co-operation from each and every one.

Don't play favorites. Give every one an equal and fair deal, but avoid luke warm members and "knockers;" drop these kind and have a compact organization of "boosters." Ten buzzers will do more good than fifty drones.

Have the officers and directors meet every week with the secretary and go over and keep in touch with the situation, and every two weeks have the club meet. See that every member gets a personal invitation and a reminder, till they all "get the habit."



Have the club get all the ammunition, such as the buttons, stamps, cards, etc., and contract for the signs and souvenir edition; then apportion each member, using good judgment as to the individual capacity, with the amount to be disposed of; charge them with what they take out in supplies and have a report every week and a settlement.

### The Buttons

The buttons can be disposed of to the merchants, property owners, hotel men, traveling men, women and school children. The different sizes and prices making a difference and allowing all to participate at an individual cost to suit the person.

Impress them with the fact that they are helping the town and of course they are helping themselves.

### The Field Signs

The field signs will readily be taken by manufacturers of advertised articles or the home merchants, but no field sign should be put up for any one unless it carries the town advertisement and the "catch line."

### The Catch Line

The "catch line" should be some short, suggestive, snappy line, such as "Booming Baltimore," "Lively Lebanon," "Busy Boston," "Newcastle, The City of Roses," "Frankfort, The Factory Home," "Muncie, Municipally Moral." This slogan should be carried on the buttons, stamps, signs and in all advertising of any sort used.

### The Souvenir Edition

The Souvenir Edition should be issued once a month, and be mailed out to every one in the county. 2,000, if not more, can easily be disposed of at 5 cents each.

The home papers ought to be glad to publish these for the advertising that they get out of it. Have the merchants to adopt one day of each month, preferably the dullest week day, and call it "Livelyville's Bargain Day."

Have the merchants to advertise special attractions in every line carried to induce people to come to the town on that day, and make the bargain inducements sufficient to get the people to come, for when the people come they will spend their money all over town, and experience shows that the more the people travel the more they spend. Start them coming right, and then keep them coming right along.

### The Stamps

The stamps can be sold at one cent each and will be a great out of town advertisement, if every one, sending out mail, uses them.

### The Post Card

The post card can be a source of great revenue, by getting up attractive views, and the home people will take pride in sending them away, and they will sooner buy them for their local value, aside from the support it will give the Municipal Advertising movement.

Have the secretary make arrangements with the local papers, that for all of the merchants association advertising, they allow a commission of 5 or 10 per cent. on all advertising that they get from the merchants in the local association.

### Amusements

On all amusements, such as baseball, fairs, 5-cent shows, theaters, basket ball and any other form of amusements, make arrangements for benefit performances, or certain percentages on days or nights selected.

It will be mutually profitable, for the amusements will get increased patronage, from the fact that it is to help the Municipal Advertising movement.

The whole secret of the success of this movement depends upon impressing the people that they are getting a run for their money, that for every cent they spend, they get equal value and that they benefit the town and when they benefit the town they benefit themselves. Keep down the idea that it is donation. Impress them with the fact that they buy and get something when they spend 5c to help the town, and who wouldn't spend such a small amount to help their home town along?

If you haven't enough citizens and children with enough home pride in them to support these little enterprises, don't waste your time in such a town. Get out of it, for it is a "dead one," and you should go to a live one, where you belong.

### Theater Benefit Performance

Secure the co-operation of the opera house management in giving a "Town Benefit" performance. So many people will harp that they can't see a good show unless they go to the city.

Secure the best attraction possible, pay them \$500 or \$600, then auction off the boxes and choice of the first hundred seats; place the rest of the house on sale at popular prices and you will easily realize \$500 to \$700 profit, please the people with a good show, give them their money's worth, give the show company a good opinion of the town to carry abroad—and help the Town Promotion fund nicely.

In addition, you could get out a souvenir program, that if properly handled, would net \$100 to \$200, but that will depend on local conditions, and you can decide that for yourselves.

## Commercial Club

First, in order to form a working nucleus, organize or increase your commercial club by securing 500 members at \$1 initiation fee, and 50 cents a month dues. This will properly finance the club, giving it a sufficient revenue to have a home and support it, so that it will be an attractive place for the members to come to.

Now having outlined a plan whereby you can raise \$2,500 or \$3,500 easily in any town without any effort, we will detail the method of spending it to get the best results.

## The Organization

The first essential in any organization is a head. You want a live man, one not afraid to go ahead and make good. Therefore, select your organization with an idea of appealing to all classes in a small town. See that all are satisfied, for by experience there is more petty jealousies in the smaller towns to the square inch than fried chicken at a Methodist conference meeting.

Get good, stable men, trying to get a representative lot, and then comes the highly important feature.

## The Important Feature

On this step will rest in a great measure the success of your entire plan, *to employ an active secretary*. Don't hire a man out of sympathy, just because he is out of a job and he is a good fellow, but on the contrary, get a home man, pay him enough to let him devote all of his time to it, and not subordinate the position to some office girl, for this is a man's work, *and a big man's work*.

Give him an office and provide him with an assistant to meet the demands of the position. Preferably

choose a man with advertising or newspaper experience.

His first step will be to provide by some method of his own, a suitable slogan or catch line to carry in all of the Municipal Advertising.

Have him to secure display space gratis from the city and county papers, which he will fill each day and week with live matter regarding the town. Mix it up good with city and county affairs and news of improvements and other pertinent matter, such as every town has at all times, of interest to all citizens and taxpayers.

Also occasionally have a column of news interest what other towns are doing, of interest to your neighboring and rival towns. It will serve to stimulate interest and if your citizens have any civic pride, they will be aroused. In a word make the advertising and Municipal news the most interesting thing in the paper.

The Souvenir Editions should be filled with data and cuts of new improvements, also write-ups and pictures of the leading men of the town.

Give newsy write-ups of the industries and stores of the town, getting the data from the business men themselves. **FILL IT WITH GOOD LIVE ADVERTISING AND DON'T TAKE A MAN'S ADVERTISEMENT UNLESS HE WILL CHANGE IT EVERY MONTH**, for if he is that dead, don't awaken him, and if he is too busy he don't need any boosting.

Once a month run "Boom" trains out over the county on the interurbans or drive out to the smaller towns that the roads do not reach; take a band, a bunch of your business men and some good literature and circulate among your neighbors. Their trade belongs to you, but you have to get after it, and any one likes to hook up with live ones. Get them on your

wagon and once you get them there, see that they don't get off.

All of these things are within your reach and it requires little effort to do them if you get started right. Instead of wasting your wind, energy and money fighting mail order houses and bellyaking because the town is not what it used to be. Get Together, Concentrate, and you will have so much "milldamn" business to look after you won't worry about the city getting your trade, or the mail order houses not helping pay your taxes, or your town going dry.

Get every business man in your town interested in the Municipal movement, meet regularly, thresh over the local situation, have a good feed occasionally, have some good advertising or successful business man from the outside to come in and tell you how your town looks from the outside. Climb into your Sunday clothes, bought at home, set down to a feed, served by home people, smoke home made cigars, have a ellofa good time, for an evening, swap opinions with your neighbor and competitor, go home and tell your wife how glad you are to live in the best town on earth with the best woman in the world, and get busy good and early helping your town and helping yourself.

### How to Spend \$3,500 in a Six Months Campaign of Promoting a Town of 5,000

Hire a secretary for 6 months at \$75 a month.	\$ 450
Hire an assistant for 6 months at \$40 a month.	240
Office, light and stationery .....	75
Secure a mailing list of 10,000 names .....	100
Cover mailing list 12 times .....	1,200
Printing, advertising and incidentals .....	935
Commercial Club and advertising .....	585
Total .....	<hr/> \$3,585

## Use the Morton Eichman Co.'s "Advertising Plan"

Cover the mailing list twice a month, with a booklet, folder or circular. Use the Morton Eichman Co.'s "Advertising Plan," which is as follows: Issue a folder size 7x11 inches on Advance 100 pound tag paper. This will fold two times and can be fastened with a cheap clip, costing about 16 cents a thousand.

Ten thousand circulars printed on Advance 100 pound tag can be printed in any local printery, not to exceed \$25 for the 10,000.

Have something pertinent on the outside to arouse the curiosity of the person receiving it, causing them to open it up and not casting it aside.

Outline whatever you wish regarding the fact that your town is going to extend its trade domain, that it is reaching out for new business and for his business, it is the aim of the town to secure new industries, locate new factories, to attract capital, to make it a good live town and to double its population in the next few years.

On each of these folders stamp or print a number, (each one different). Explain that it is the desire for your town to attract as many people to come to the town to trade as there is in the county.

Tell the person receiving the folder to bring the folder bearing the number to the town from—(dates selected), to go into every store in search of the same number, and no matter where he finds it or the value of the article, **IT IS THEIRS, ABSOLUTELY FREE.**

Explain that there will be 500 articles in the different stores and that every article will bear a card on which there is 5 numbers and the first number showing up will claim the prize **FREE.**

That the numbers will be changed daily and that all 10,000 numbers will have a fair and equal show.



Of course it will be necessary to be in town on the day your number goes up to claim your prize.

This plan will bring the biggest crowd you have ever had in your town AND IT WILL KEEP THEM COMING DAILY. It will be the best and most thoroughly advertised event ever given in your town and the interest will increase daily. If you decide to use it 2 or 3 times a season the people will clamor for numbers, so see that all are supplied.

Now this method will get the people to your town. Of that there is no doubt, but that is all it can do. But you know as a business man that when the people come you do business. Then it's up to you. The goods have been delivered to you. If you have the right goods and the right prices and you and yours give the glad hand and the cheery "how do ye do," why, you will win and they will keep coming.

The articles will be donated by the merchants and they will select and display their own prizes in their own stores, of course in a prominent position.

The secretary will prepare the set of cards, so that in the course of the week all of the numbers sent out will appear. He will see that the cards are changed daily and look after it without causing the merchant any trouble.

On each folder will be receipt blanks and when the article is claimed, the winner will sign the same showing delivery. This list then can be published in the papers and all of the publicity possible will be realized from the event.

For Men Only.

(Watch the women get busy ) Mr. John Smith,  
An Invitation to a big party. Lively Ville,  
(For outside cover.) U. S. A.  
(Inside.)

Would you come to Lively Ville. if you had a chance to get some valuable and useful article perfectly and absolutely FREE?



## HOW?

In order to let the people of Live County know what a good live set of business men we have here in Lively Ville, we are going to give an ACQUAINTANCE SALE.

We are going to send out to every person in the county a circular, each one bearing a different number. In our town in each and every store of the following merchants will be found articles below enumerated, on which will be found the duplicate numbers that are issued on these circulars.

To the person bringing to the town the number, and finding the same, this article will be given FREE. This is no lottery or scheme, only a new method of advertising our town and getting better acquainted with you.

We have the best town for its size in the whole U. S. A. and its going to be better. We are going to bring new factories here, build new buildings and make a lot of new improvements.

Already plans are on foot to double our population during the next few years. *Yes we are going to have 10,000 people living here in a short time.*

This ACQUAINTANCE SALE opens on ——— and closes ———, so if you fail to share, like your neighbor will, blame no one but yourself.

Read every line below carefully.

**Five Hundred Articles Free, Value \$1,000**

The following articles will be given away FREE—bring your circular and find the article—it's yours and FREE. There are no strings to this offer. You don't have to buy a thing. There is no drawing, nothing to do but come to Lively Ville, come into the stores of the merchants whose names you find below and find the article with your number on it—and it's yours FREE.

(List of articles, value and merchants.)

**9,000 CHANCES TO GET A PRIZE FREE**

In order to give every one receiving this circular an equal chance, we will card every article with three numbers and change them daily. Consequently the first number presented claims the prize **FREE**, so bring your number early.

You are now reading the circular, look for the number.

The **ACQUAINTANCE SALE** begins ——— and closes ———. Get busy and come the first day.

**RECEIPT FORM**

This is circular

No.

12345.

I have this day ——— taken

taken this circular to Lively

Ville and claimed the following article in ——— store **FREE**.

Signed.....

Address .....

**IMPORTANT**—Bring this with you. No article given unless claimed with the original circular and number.

**Home Coming**

Here is a feature that can be made an event worthy of note, yet it is sadly neglected, only because there is no organization to carry it forward.

You all know that at certain seasons of the year there is a home coming of former residents, who plan a visit to see the folks and the old home town once again.

Now if you would select a certain time, the most convenient as to season and travel, and let all of the former residents know that for a certain week the old town was going to put on its Sunday clothes and entertain all of the old boys and girls, don't you think you would have a crowd?

The biggest and the best lot that you would ever get in your town; the idea that the old town was going to entertain them would be a card in itself, and to know that all of the old schoolmates and friends would meet at this home coming and reunion would make them want to come and stay all of the week.

A separate organization for this event will work better, giving the work to some of the older inhabitants, who should understand the conditions better and would get better results.

Handled properly this event should provide a week of entertainment for the town and the visitors, and should be profitable for the Town Committee or the Commercial Club, who would be able to realize handsomely on the concessions granted.

Get a railroad rate and advertise it, select an August or a September date, and you will get the crowd and the home comers will go away spreading the news "of what a live town my home town is, and how proud they are to claim it as such."

Most people want to take a trip once a year, generally in the early fall. Just offer them a home coming reunion as an excuse and see your town filled and talked about.

### Miscellany and Examples

Raising money in a small town is the question that confronts the clubs that desire to promote the town. With so many classes to deal with, the petty jealousies that exist and the competition that is always more noticeable in a town of 5,000 than one of 20,000—the commercial club has a hard task. Not alone is it disagreeable and involves a lot of work to get a man to contribute \$20 to \$100—but no matter how well the money is spent, there are always some who will never feel satisfied.

Instead of the town conforming to the plan, the plan is generally subservient to meet the whims of

every one, thereby destroying its best force and element, the unity. In the larger towns and cities the business men as a class are more liberal and they will work more together and they will conform to the plan, thereby increasing its effectiveness, by uniform concentration.

Now the Eichman Plan avoids all of these hardships, errors and mistakes that confront the average town of the smaller size, by a simple effective method that raises funds, easily, readily and makes every one willing to and proud to join in the movement and no individual is asked to give \$50 or even 5 cents.

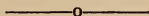
Besides that, the results are easily noticeable, all share alike in the benefit to the town and in the end no one is a "kicker"—every one, even in the narrowest and most hide-bound community, will be an enthusiastic booster.

This plan appeals to, and is designed for, towns, ranging in size from 3,000 to 20,000, and has been evolved, after years of careful study and trials, by one who has had the actual working experience through all their stages of development.

The plan besides its novelty and its absolute newness, as to its application, is founded upon merit alone,—upon ideas that have been tried and proven themselves; they have been carefully gone over, revamped, smoothed out, edges trimmed, until now they represent only the practical, the best and proven—the unwieldy and drawbacks have been eliminated; they have been reduced to such a scientific basis, that they can be operated in any town *and altogether by home people*. There is no mystery about it, there is a reason why for every move made, and just as smoothly as the plan works, just as perfect and true are the results.

It is not a question of trying something and taking a chance of its success, for its success will come as a

matter of course, the success only dependent upon its start and the operation of the plan.



## Promoting a City of Twenty to Fifty Thousand



The promotion of a city of 20,000 to 50,000 opens a field large and resourceful—naturally the publicity must be broad and unique.

First—it must be broad and diversified enough in its general character to be impressive—and—

Second—it must vary in detail so as to interest and confine the attention of those attracted.

The splendid advantages and resources that the average city of 20,000 to 50,000 in the United States possesses, the limit of an advertising campaign, is only restricted by the boundary lines of the U. S. A.

### Methods at Command and Those to Employ Profitably

The first vital essential towards any publicity is to secure a promoter of publicity.

### A Director of Publicity

The first step would be to secure a Director of Publicity. Engage a good advertising man to direct the publicity and work with the Board of Trade, to secure united results from a concerted advertising campaign.

Practically every avenue of publicity known is open to the promoter of a city—the length and breadth of it to be governed by the expenditure of time and money.

However, in the choosing of the tools for the up-building of a city, the most important and farthest reaching methods would be—

1. A national campaign of advertising through the agency of a popular magazine.
  - (a) Write Ups.
  - (b) Display Advertisements.
2. Home Paper Souvenirs and Souvenir Booklets.
3. Opening of New Additions to the City.
  - (a) Factory Sites.
  - (b) Home Building.
4. Trade Journal and Newspaper Advertising.
5. Home Coming Celebration.
6. Bill and Bulletin Boards.

### **The National Campaign of Advertising via the Popular Magazine Route**

Institute a national advertising campaign by using one or more of the national circulated magazines, with write-up of the city and views of interest, elaborating on its advantages as a home town and a manufacturing center.

Considered from a question of circulation and results, such is the only logical method of employ—being unique in its conception, national in scope, far reaching in action, powerful in production, and practical in its results.

## Souvenir Home Paper Edition and Souvenir Booklet

Get our souvenir editions of best daily paper or papers, with the advantages of the city enumerated in facts and figures, and splendidly illustrated. Fill it with good advertising from the leading institutions of the city. Mail to merchants and manufacturers over the country.

Edit a Souvenir Booklet, say once a month, alive with newsy matter and with illustrations of the best points to appeal to the person or company interested in making a move.

This and the magazine efforts would serve to bring the city before the country generally, more impressively and at less cost than any other method possible. Having launched the national campaign, it is next to consider the local and nearby publicity.

## Opening Up New Additions and Factory Sites

Open up new additions to the city, selling lots for residence purposes, the profits to go to a factory fund, to secure desirable industries.

This effects a wholesome two-fold purpose—getting people to build homes and bringing industries with employees to fill these homes.

## Advertising the City with Display Advertisements Etc., Etc.

Carry display advertisements in national magazines and trade journals to attract factories and workingmen. Have factories and business men to enclose advertisement inserts in all outgoing mails. Also utilize the backs of the envelopes by use of short, snappy advertisements.



## Home Coming Celebration

Provide for a monster Home Coming during the late summer or early fall, just when people are most likely to take vacations or travel.

Get out attractive publicity, setting forth the advantages of the city, its parks and etc.; also its proximity to the mountain and coast resorts. Secure good rates on all of the railroads to induce people to visit the city during this event.

## Bulletin and Bill Board Publicity

If the finances are sufficient, the Bill and Bulletin boards offer an opportunity for your city to speak to millions, some that cannot be reached otherwise.

However, the other methods should be employed first, and the bill and bulletin boards are an auxiliary of merit and worth to follow up with, providing the appropriation will permit of it.

## Example of a Catch Line

As a caption line to be carried in all advertising used the phrase to employ would be—

## “Municipally Moral”

It is short, snappy and dignified and easily lends itself to all nature of publicity.

Moreover it is a timely phrase, carrying a national message, suggesting to both the seeker of homes and investment, a *clean, square city*.

Work along these lines generally, and specifically to meet the requirements of local conditions.

In addition, use The Town Promotion Plan, as previously outlined.

Of course in a city of 20,000 to 50,000, there can be created a fund of \$15,000 to \$25,000, just as easily as a town of 5,000 can raise \$3,500.



The same methods will be found to work as advantageously in the larger centers, as in the smaller places, *only quicker action* can be obtained, from the fact that a larger town can appropriate \$2,000 to \$3,000 for a Director of Publicity, whose work and efforts will be prompt and productive.

Nothing short of a one to a three years' campaign of advertising should be attempted, for its effect and results are culminative, and much of the effect and goodness would be lost by a too short campaign, and stopping short of a full year's campaign.

By that time results can be measured, and some sort of an estimate made, where otherwise a short time method would be unfair to the plans and the town club.

In the selection of magazines for the national advertising, secure the widest popular circulation possible; would advise the use of Collier's, The Saturday Evening Post or Everybody's.

**"THE BUSY CITY"**  
**BALTIMORE**  
INDIANA

**——a clean town**

Twenty-five Churches, Three Grade and a Fine High School Building. Send your children here to school; plenty of good boarding residences with the best families; all the comforts of home.

## **The best market**

Our stores and mills pay the highest market prices for your products; and our up-to-date stores carry complete lines of the better grades; their prices are uniformly the lowest. Baltimore is going to double its population in the next few years.

### **Come and Grow with the Town**

Ask us to put you on our Souvenir Mailing List

**BALTIMORE BOARD OF TRADE**

# BALTIMORE

"THE BUSY CITY"

## Goodly Governed——

Wide awake officers, representatives of the best interests of the town; tax rates low; improvements paid before made; no debt—no graft; new paved streets; water works owned by the city; hot water plant—the clean, safe heat.

## Low Prices High Grades

Our stores are reaching out for all the business in our territory; they carry large and well selected stocks; they buy in large lots, because they sell in large lots; consequently they can name the lowest prices and THEIR STOCKS ARE ALWAYS THE NEWEST.

**Baltimore** IS DOUBLING HER POPULATION

——— COME AND GROW  
WITH THE TOWN

Ask us to put you on our Souvenir Mailing List

IF YOU WANT TO MAKE A GOOD MOVE  
MOVE TO

# BALTIMORE

"THE BUSY CITY"

Rents are Reasonable

Fine Public Schools

Insurance Rates Low

Beautiful Improved Streets

Tax Rates Low

Splendid Fire Protection

IT'S A GOOD HOME TOWN

HIGHEST MARKET PRICES

For products, with lowest prices on goods you  
have to buy, gives you the maximum of value  
with minimum of cost.

Ask Us to Put You on Our Souvenir Mailing List

WHY YOU SHOULD TRADE AT

# BALTIMORE

“THE BUSY CITY”

We have the stores

They have the Variety and the Lowest Prices

We have the markets

They Pay the Highest Prices for Your Products

By making BALTIMORE a good town you enhance the value of your land, your property and your holdings. BALTIMORE will double her population within the next few years---do your share by bringing your products to our markets, and supplying your wants from our stores,

Ask Us to Put You on Our Souvenir  
Mailing List

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